

# EXPORT PROMOTION COUNCIL FOR HANDICRAFTS

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No. EPCH-4/4(01)/2019-20-BSM-LAC

06th December, 2019

**Last Date for submission of application – 09-12-2019**

To,

All Concerned Member(s),

**SUBJECT: BUYER SELLER MEET IN SAO PAULO, BRAZIL (23 & 24 MARCH 2020) & SANTIAGO, CHILE (26 & 27 MARCH 2020) – LATIN AMERICAN REGION.**

Sir / Madam,

After a great success of Buyer-Seller-Meets organised earlier in Brazil, Chile, Colombia and Peru in the previous year(s) and keeping in view the potential for expansion of trade with the region and the need to increase the interaction between entities, EPCH in association with the Embassy of India in Santiago, Chile and the Consulate General of India in Sao Paulo, Brazil is organising a **Buyer Seller Meet in Sao Paulo, Brazil on 23 & 24 March 2020** and followed by a **Buyer Seller Meet in Santiago, Chile on 26 & 27 March 2020**. Please find the salient features of the above BSM for your quick perusal and confirmation:

- . Venue & Dates : **Centro De Convencoes Frei Caneca in Sao Paulo, Brazil (23 & 24 March 2020)**
  - . : **Hotel Crown Plaza in Santiago, Chile (26 & 27 March 2020)**
- . Duration of BSM : **Sao Paulo, Brazil 2-days & Santiago, Chile 2-days.**
- . Number of participants : **30 members of the EPCH.**
- . Service of a Professional Marketing Agency : **To Organize various requirements of the Buyer Seller Meet and also to ensure success of the programme, the Council has engaged the services of a professional Marketing & Event Management Agency, which has requisite experience & expertise to organize the above programme effectively.**
- . Size of booth : **6 sq. mt. (3m x 2m).**
- . Booth Package : **1 table, 2 chairs, adequate lights, 1 power socket, Fascia Board and 1 waste paper basket and limited display aids matching the product profile of the exhibitor will be provided. Any additional requirements for furniture/product display equipment's etc. will have to be made by participants with extra payments.**
- . Business Meetings : **Though the Exhibition will be open for Buyers to meet & discuss business with representatives of participating Indian companies, the Agency will also organize Business Meetings on one-to-one basis with Buyers for each of participating Indian companies during the 2-days of the buyer seller meet in Santiago & Sao Paulo.**
- . Participation fees : **Rs. 1,00,000/- for a furnished booth of 6 sq. mt. in Sao Paulo & Santiago (as mentioned above) including hotel accommodation on twin sharing basis for 3 nights each in Sao Paulo and Santiago.**
- . Last date for submission of application : **09<sup>TH</sup> December 2019**

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- Compilation of Exhibitors Catalogues : **A Catalogue of Indian participants containing product photographs and company profile will be compiled by the Council. This will be sent to Buyers, who will visit the Buyers Seller Meet.**
  - Visa Assistance : **EPCH will help all participants to get their Visa Letters from the concerned authority through the Embassy of India in Santiago & its Consulate in Sao Paulo to obtain Visa in India. (The Cost of Visa will be borne by the applicants)**
  - Hotel Accommodation : **The above participation charges include hotel Accommodation on Twin Sharing Basis in Sao Paulo (22 – 24 March 2020) and Santiago (25 – 27 March 2020) for 1 representative of each participating company. The hotel facilities will be limited to room charges only and all extra including food & beverages will have to be paid by the participants. In case, additional representative is sent by the participating company, the additional actual cost for the accommodation will be required to be paid in advance to the Council.**
  - MAI Travel Grant : **The participants of the Buyer Seller Meet will be eligible for reimbursement of air travel cost only if travelled by Economy Class (for 1 person) upto a maximum of Rs. 1.00 lacs subject to the MAI guidelines & eligibility of the participant and approval of the MAI Committee on submission of the claim for reimbursement by the participating member.**

The participants have to arrange for their air travel, shipment of exhibits, custom clearance of exhibits & payment of import duties on the samples in Chile & Brazil and other related expenses shall be the responsibility of the participating company. Interested members may forward their application as per enclosed format latest by **09<sup>th</sup> December 2019**. Applicants may please note, the Buyer-Seller-Meet would be strictly on B2B terms only and **no retail sale shall be permitted**.

Members may please note withdrawal after selection will not be allowed. The amount deposited by the participants towards their participation will be forfeited. The Council reserves the right to select the participants. Further, submission of application does not mean selection of participation in the above activity. For any further details, please feel free to contact Mr. Sushil Kumar Agrawal, Assistant Director in the Council on the following no. 011-26135256 (ext. 110), Mobile no. 9350202197 or email at [ihgf@epch.com](mailto:ihgf@epch.com).

Thanking you,

Yours sincerely,

**(R. K. VERMA)**  
Executive Director

**\*\*\* P.S.:** In regard to participation in fairs / exhibitions abroad, Ministry of Commerce & Industry have issued fresh guidelines for the beneficiary under MAI scheme stating that a member can avail grant in aid for maximum of three participations in a particular trade fairs / exhibitions. Members who have availed MAI assistance three times (including past cases) for particular fairs / exhibitions thereafter member have to participate in that fair on their own cost. Further, MAI funding support was only be provided to a member for a maximum two MAI events in a year.

The above guidelines as such would be adhered strictly and all exporters' members may please note the same, while applying for participation in any fair under MAI scheme for availing grant in aid. However member can participate beyond the prescribed limit of the guidelines on their own expenditure under the umbrella of the EPCH.

The detailed MAI Guidelines are available on

[https://www.epch.in/index.php?option=com\\_content&view=article&id=276&Itemid=368](https://www.epch.in/index.php?option=com_content&view=article&id=276&Itemid=368)

Encl. Application Form along with terms and conditions.

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**KEY FACTS ABOUT THE BRAZILIAN ECONOMY**

- **Brazil** is the largest economy in Latin America, contributing 5% of the regions GDP.
- The Brazilian economy is almost twice as large as the region's next largest economy, Mexico.
- Brazil is a member of the Mercosur Trade Bloc, dominating the group economically with GDP more than twice that of the combined total of the other members.
- Brazil's economy is the largest of Latin America and the second largest in the Americas.
- In 2012, Brazil had the highest per capita consumer expenditure of the BRIC Countries.
- Brazil's consumer market was worth US\$ 2.14 trillion in 2017, making it the world's 8<sup>th</sup> largest consumer market.
- Brazil is amongst the world's 20 largest importing & exporting nations.
- 41 million households in Brazil have a disposable income of US\$ 10,000 plus – more than the entire number of households in Germany.
- Brazil has the 5<sup>th</sup> largest population in the world and is the largest economy in Latin America, accounting for almost 1 in 3 of all Latin Americans.
- Brazil has the 6<sup>th</sup> largest workforce in the world – over 106 million people.

**Key facts about the Chilean Economy**

- **Chile** is ranked as a high-income economy by the World Bank and is considered as South America's most stable and prosperous nation.
- In May 2010 Chile became the first South American country to join the OECD.
- The Global Competitiveness Report for 2009–2010 ranked Chile as being the 30th most competitive country in the world and the first in Latin America.
- Chile unilaterally lowered its across-the-board import tariff for all countries with which it does not have a trade agreement to 6% in 2003.
- Chilean Economy grew at the rate of 4.8 percent in the first half of 2018, reflecting the rise in consumption and private investment driven by higher wages, lower interest rates and more private-sector confidence.
- Chile's total exports doubled in the last four years.
- The number of foreign visitors to Chile doubled in the last 10 years.
- Over 600 multinational companies have operations in Chile.

<b>EXPORTS OF HANDICRAFTS DURING 2018-19 BASED ON 167 HS CODES</b>			
<b>S. No.</b>	<b>ITEMS</b>	<b>Brazil</b>	<b>Chile</b>
		<b>Rs. in crores</b>	<b>Rs. in crores</b>
1	<b>ARTMETALWARES</b>	35.66	16.58
2	<b>WOODWARES</b>	6.71	9.27
3	<b>HAND PRINTED TEXTILES &amp; SCARVES</b>	1.64	3.80
4	<b>HAND KNITTED AND CROCHETTED GOODS</b>	15.94	17.55
5	<b>SHAWLS AS ARTWARE</b>	0.00	0.00
6	<b>ZARI &amp; ZARI GOODS</b>	0.48	0.01
7	<b>IMITATION JEWELLERY</b>	3.70	9.05
8	<b>ATTARS &amp; AGARBATTIES</b>	17.52	29.19
9	<b>MISCELLANEOUS HANDICRAFTS</b>	74.33	12.25
<b>TOTAL</b>		<b>155.98</b>	<b>97.70</b>

Source: DGCI&amp;S, Kolkata



# EXPORT PROMOTION COUNCIL FOR HANDICRAFTS

**BUYER SELLER MEET in SAO PAULO, BRAZIL (23 – 24 MARCH 2020) & SANTIAGO, CHILE (26 – 27 MARCH 2020)**

## GENERAL EXHIBITOR RULES

<u>1.</u>	<p><b>SPACE BOOKING</b></p> <ul style="list-style-type: none"> <li>• Participation application should be in prescribed format and be submitted within the prescribed date for booking of space.</li> <li>• Submission of application to EPCH does not automatically confer a right for allotment of space. Approval of application for space will rest with EPCH.</li> <li>• The space allotted to the approved participants is to be exclusively used by them for display of their exhibits as approved by EPCH. Subletting of space is not permissible. Violation of this clause may lead to cancellation of space allotted, forfeiting of space charges, security deposit etc., paid to EPCH and debarring the participation from the future participation in EPCH's event</li> </ul>		
<u>2.</u>	<p><b>ALLOTMENT OF SPACE TO THE PARTICIPANTS</b></p> <ul style="list-style-type: none"> <li>• EPCH reserves the right to select the participants.</li> </ul>		
<u>3.</u>	<p><b>WITHDRAWAL &amp; REFUND OF PARTICIPATION FEE</b></p> <ul style="list-style-type: none"> <li>• Members may please note that after allotment of booth, withdrawal will not be allowed and the amount deposited along with application will be forfeited.</li> </ul> <p><b>However, Part-Refund of participation fee will be considered in case where:</b></p> <ul style="list-style-type: none"> <li>• The participant after approval withdraws from the participation but space is subsequently let out to some other participant who pays for the space. In such cases the first party can be allowed the refund after deducting 10% of the total amount payable.</li> <li>• There is a change in the venue and date of an event, Non-availability of space, rejection of application or in the event of cancellation of participation due to unforeseen circumstances.</li> </ul>		
<u>4.</u>	<p><b>VISA</b></p> <ul style="list-style-type: none"> <li>• The Council will provide necessary assistance by way of issuance of recommendation letter to the concerned Mission for obtaining visas. Visa recommendation letter will be issued only in favour of the Chief Executive / Director / Proprietor/Senior Officer of the company.</li> <li>• Since EPCH, on behalf of the participating company, has already committed for certain financial bindings by booking of space, construction/decoration of stand, catalogue entry, general publicity support etc., it will not be possible to consider any refund on account of denial of visa/delay in receipt of visa.</li> </ul>		
<u>5.</u>	<p><b>GENERAL</b></p> <ul style="list-style-type: none"> <li>• Only goods of Indian origin will be allowed for display at India Pavilion.</li> <li>• In case representative of the participants will not report at booth during the show. EPCH reserve its right to obtain reason from participants for NO SHOW. In case EPCH is not satisfied with clarification of participants EPCH may initiate the necessary action against such participants.</li> <li>• Participants will not be allowed to remove the exhibits during the BSM without specific written permission from EPCH.</li> <li>• Participants will be required to furnish complete information in EPCH Feedback form about "Business Generated on the spot" "Expected Business to be generated" and also "Number of Enquiries" etc. on the last day of the BSM. Compliance with this rule will be one of the criteria for selection of the participants in future for EPCH programmes.</li> <li>• Participants will adhere to such other regulations as may be prescribed by the country in which the BSM is held.</li> <li>• In case of default of any payment due from the participants, EPCH reserves the right to debar them from participation in EPCH's Fair in India &amp; abroad and bring to the notice of appropriate authority.</li> <li>• Participants will make own arrangement for sending their exhibits / handling / clearing of exhibits in India as well as at destination and Council will not have any responsibility towards the same. Please ensure your exhibits should reach the venue at least one day before the opening of exhibition.</li> <li>• All expenses for travel to fro, and stay abroad including boarding, lodging, medical treatment, insurance, etc. will be borne by the participants themselves.</li> <li>• In the event of postponement/abandonment/cancellation of the Fair/Exhibition/Show, or incase of exhibits not being displayed due to any reason, EPCH shall be under no liability to compensate expenditure of loss, if any incurred by the participants</li> </ul>		
<table border="1" style="width: 100%; border-collapse: collapse;"> <tr> <td style="width: 30%;"><b>BANK DETAILS FOR PAYMENT BY RTGS/NEFT</b></td> <td> <b>Beneficiary :</b> Export Promotion Council for Handicrafts  <b>Bank :</b> Oriental Bank of Commerce  <b>Branch :</b> Mahipalpur, New Delhi  <b>Current A/c no.:</b> 00291010002970  <b>RTGS/IFSC Code:</b> ORBC 0100029  <b>Branch Code</b> 0029             </td> </tr> </table>		<b>BANK DETAILS FOR PAYMENT BY RTGS/NEFT</b>	<b>Beneficiary :</b> Export Promotion Council for Handicrafts <b>Bank :</b> Oriental Bank of Commerce <b>Branch :</b> Mahipalpur, New Delhi <b>Current A/c no.:</b> 00291010002970 <b>RTGS/IFSC Code:</b> ORBC 0100029 <b>Branch Code</b> 0029
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I have read, understood and accept the terms and conditions for participation in the above fair through the Council. I hereby enclosed the NEFT/RTGS / Demand Draft No. \_\_\_\_\_ Dated \_\_\_\_\_ for Rs.100,000/- drawn in favour of **EXPORT PROMOTION COUNCIL FOR HANDICRAFTS**, New Delhi towards my participation in Buyer Seller Meet in Brazil & Chile in March 2020.

Place:  
Date:

Signature & Stamp:  
Name:  
Designation:

Encl.: 1. RTGS No. / Demand Draft of participation charges  
2. 4 Very Good quality product photographs for the Exhibitor Profile

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